

What is claimed is:

1. A system for dynamically adapting an advertisement based on a page content, comprising:

a keyword analyzer for analyzing the page content;

a banner display module for determining the desirability of associating the advertisement with the page; and

the banner display module selectively displaying at least a portion of the advertisement if an association between the advertisement and the page is determined to be desirable.

2. The system according to claim 1, wherein if the banner display module determines the association to be inappropriate relative to the page content, the banner display module suppresses the advertisement.

3. The system according to claim 2, wherein if the banner display module determines that the advertisement can be displayed without disadvantageously affecting an advertiser's image, the banner display module displays a first portion of the advertisement, pending a retrieval of a second portion of the advertisement.

4. The system according to claim 3, wherein the first portion of the advertisement is a static portion.

5. The system according to claim 4, wherein the second portion of the advertisement is a dynamic portion.

6. The system according to claim 4, wherein the static portion includes an advertiser's logo.

7. The system according to claim 5, wherein the dynamic portion is any one or more of: a multimedia file; an advertisement, an executable code, or a hypertext link.

8. The system according to claim 7, further including an ad server that serves an advertiser's site; and

wherein the ad server has an address.

9. The system according to claim 7, wherein the keyword analyzer specifies a selected category for the advertisement based on the page content.

10. The system according to claim 8, further including an ad proxy router; and wherein the banner display module sends a data stream containing the following information to the proxy router:

the selected category;

at least one keyword from the page; and

the address of the ad server.

11. The system according to claim 10, wherein the ad/proxy router sends the following information to the ad server:

session information;

the selected category; and

the at least one keyword from the page.

12. The system according to claim 8, wherein the advertiser's site includes a banner advertising manager.

13. The system according to claim 12, wherein the advertiser's site further includes an indexer for indexing the content of the advertiser's site, and for generating a plurality of hyperlinks therefrom; and

an ad index repository for storing the hyperlinks.

14. The system according to claim 13, wherein the advertiser's site further includes an ad repository for storing any one or more of the following:

an advertisement;

a multimedia file; or

an executable code.

15. The system according to claim 9, wherein the page is classified under a current category; and

wherein the banner display module compares the current category and the selected category, and selects either the current category or the selected category.

16. The system according to claim 15, further including a domain specific dictionary for refining the selected category.

17. A computer program product for dynamically adapting an advertisement based on a page content, comprising:

a keyword analyzer for analyzing the page content;

a banner display module for determining the desirability of associating the advertisement with the page; and

the banner display module selectively displaying at least a portion of the advertisement if an association between the advertisement and the page is determined to be desirable.

18. The computer program product according to claim 17, wherein if the banner display module determines the association to be inappropriate relative to the page content, the banner display module suppresses the advertisement; and

wherein if the banner display module determines that the advertisement can be displayed without disadvantageously affecting an advertiser's image, the banner display module displays a first portion of the advertisement, pending a retrieval of a second portion of the advertisement.

19. The computer program product according to claim 18, wherein the first portion of the advertisement is a static portion;

wherein the static portion includes an advertiser's logo;

wherein the second portion of the advertisement is a dynamic portion; and

wherein the dynamic portion is any one or more of: a multimedia file; an advertisement, an executable code, or a hypertext link.

20. The computer program product according to claim 19, further including an ad server that serves an advertiser's site;

wherein the ad server has an address; and

wherein the keyword analyzer specifies a selected category for the advertisement based on the page content.

21. The computer program product according to claim 20, further including an ad proxy router;

wherein the banner display module sends a data stream containing the following information to the proxy router:

the selected category;

at least one keyword from the page; and

the address of the ad server; and

wherein the ad proxy router sends the following information to the ad server:

session information;

the selected category; and

the at least one keyword from the page.

22. A method for dynamically adapting an advertisement based on a page content, comprising:

analyzing the page content;

determining the desirability of associating the advertisement with the page; and

selectively displaying at least a portion of the advertisement if an association between the advertisement and the page is determined to be desirable.

23. The method according to claim 22, wherein if the association of the advertisement is determined to be inappropriate relative to the page content, suppressing the advertisement; and

if the association of the advertisement is determined to be appropriate relative to the page content, displaying a first portion of the advertisement, pending a retrieval of a second portion of the advertisement.

24. The method according to claim 23, further including displaying the second portion;

wherein the first portion of the advertisement is a static portion;

wherein the static portion includes an advertiser's logo;

wherein the second portion of the advertisement is a dynamic portion; and

wherein the dynamic portion is any one or more of: a multimedia file; an advertisement, an executable code, or a hypertext link.

25. The method according to claim 24, further including specifying a selected category for the advertisement based on the page content.

26. The method according to claim 25, further including sending a data stream containing the following information to a proxy router:

the selected category;

at least one keyword from the page; and

an address of an ad server; and

wherein the ad proxy router sends the following information to the ad server:

session information;

the selected category; and

the at least one keyword from the page.